

# RAND PAC

Revision #: 0 Date: 10/10/2012

Client: RAND PAC  
Media: TV  
Product: RAND PAC  
Market: Cincinnati

Estimate: 2892  
Description: OH-RandPac OCT11-OCT17  
Flight Start Date: 10/11/12 5:00:00 AM  
Flight End Date: 10/17/12 4:59:00 AM

# 64928

Separation between spots: 30

Buyer: GREG PHELPS

## Estimate Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days							Total Spots
						Thu 10/11	Fri 10/12	Sat 10/13	Sun 10/14	Mon 10/15	Tue 10/16	Wed 10/17	
WKRC-TV													
3Su 10:30a-11:00a	PI	WK	\$5,000.00	\$4,250.00	60	0	0	0	1	0	0	0	1
FACE NATN-CBS													
4MTuWThF 11:00p-11:35p	PI	LN	\$5,600.00	\$4,760.00	60	1	0	0	0	0	1	0	2
LATE NEWS													
Total Spots:						1	0	0	1	0	1	0	3
Total Cost:			\$16,200.00	\$13,770.00									
Total			OCT 12	\$16,200.00	\$13,770.00								3

Signature:

Disclaimer:

WKRC 40%  
OH 60%

## Summary by Station/System

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Buyer: GREG PHELPS

### Estimate Comments:

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	3	\$16,200.00	100%	\$13,770.00	100%
<b>Market Total:</b>	3	\$16,200.00		\$13,770.00	

## Dienger, Whitney

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**From:** Jacobs, Sarah  
**Sent:** Thursday, October 11, 2012 9:44 AM  
**To:** Dienger, Whitney  
**Subject:** FW: MKGD: WKRC-RandPac Buy

For file

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**From:** Greg Phelps [mailto:GPhelps@strategicmediaplacement.com]  
**Sent:** Thursday, October 11, 2012 9:43 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: MKGD: WKRC-RandPac Buy

That's fine, thanks

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, October 11, 2012 9:31 AM  
**To:** Greg Phelps  
**Subject:** MKGD: WKRC-RandPac Buy

LN Spot for tonight 10/11, is being moved to tomorrow 10/12 due to logs being closed upon receipt of order.  
Please confirm.  
SAJ

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**From:** Greg Phelps [mailto:GPhelps@strategicmediaplacement.com]  
**Sent:** Wednesday, October 10, 2012 7:10 PM  
**To:** Jacobs, Sarah  
**Subject:** WKRC-RandPac Buy

Hey Sarah,

Attached is a new buy for Rand PAC that starts October 11<sup>rd</sup> and runs through October 17<sup>th</sup>. You should have the copy. Checks will be sent via Fed Ex.

Let me know if you have any questions.

10/11/2012

Please confirm receipt. Thanks!

GP

**GREG PHELPS**  
**STRATEGIC MEDIA PLACEMENT**  
**STRATEGY GROUP FOR MEDIA**  
**O: 740.201.5511**  
**M: 937.313.6385**

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No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2012.0.2221 / Virus Database: 2441/5322 - Release Date: 10/10/12

10/11/2012

## ORDER



**Orders**  
**Order / Rev:** 64928  
**Alt Order #:**  
**Product Desc:** 2892 - PRO Mandel - oh - RandPac  
**Estimate:** 2892  
**Flight Dates:** 10/12/12 - 10/16/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** CIA - O

Local 12 WKRC-TV

**Primary AE:** LSM LSM  
**Sales Office:** CVG  
**Sales Region:** Local

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** RAND Reinventing a New Direction P/  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	3	\$16,200.00	\$13,770.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$16,200.00	\$13,770.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$16,200.00</b>	<b>\$13,770.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$16,200.00
Market	100%	\$40,500.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$24,300.00
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/14/12	10/14/12	Face the Nation	CM	1030a-11a	-----1	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
Start Date 10/08/12 10/14/12 End Date 10/14/12 Weekdays -----1 Spots/Week 1 Rate \$5,000.00 Rating 0.00															
N 2	WKRC	10/12/12	10/16/12	11p M-F Local 12 News CM	CM	11p-1135p	-1--1--	1:00	2	\$5,600.00	P-1	0.00	NM	2	\$11,200.00
11p M-F Local 12 News 11 Start Date 10/08/12 10/14/12 End Date 10/14/12 Weekdays -----1-- Spots/Week 1 Rate \$5,600.00 Rating 0.00 Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12 Weekdays -1----- Spots/Week 1 Rate \$5,600.00 Rating 0.00															
<b>Totals</b>														<b>3</b>	<b>\$16,200.00</b>

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